

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO.2592

(TO BE ANSWERED ON 14.12.2021)

DEDICATED RADIO/TV CHANNELS FOR EDUCATING FARMERS

2592. SHRI JUAL ORAM:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of initiatives taken by the Government towards educating the farmers through Radio/TV;**
- (b) whether the Government is operating any dedicated channels for this purpose, if so, the details thereof; and**
- (c) the details of funds allocated and utilized on running such dedicated channels so far?**

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) & (b): Prasar Bharati broadcasts “DD Kisan”, a 24X7 satellite TV channel exclusively dedicated to the farmers and the agriculture sector. DD Kisan was launched by the Hon’ble Prime Minister, Shri Narendra Modi, on 26th May 2015. The objective of this channel is to serve the farming and rural community in India and to reach to the remotest parts of the country, to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth of the farmers.

Prasar Bharati is also having a dedicated “YouTube” channel of DD Kisan where the viewers may access this channel and also its various programmes digitally across the globe.

In addition, Prasar Bharati broadcasts a 30-minute, six days a week, dedicated interactive programme ‘Kisanvani’ in respective regional languages in over 96 All India Radio (AIR) stations across the country and ‘Kisan Ki Baat’ programme over FM Gold Channel in Delhi, for the farming community in collaboration with Ministry of Agriculture & Farmers Welfare, Government of India. Further, programmes towards educating farmers on various aspects are also being carried on the AIR and DD Network across the country.

(c): The fund allocation and utilization for DD Kisan Channel is as under: -

(Rs. in Crore)		
Year	Fund Allocation	Fund Utilized
2019-20	17.55	16.43
2020-21	19.50	18.73
2021-22	32.70	08.51 (upto Oct, 2021)
